 **MINUTES**

**Board of Management Meeting April 18, 2023 Meeting No: 04-2023**

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| **Present Regrets** | **Absent** |
| Scotia Kauppi- Chair | Tony DiPaolo | Rajni Agarwal |  |
| Katrina O’Neill, Treasurer |  |  |  |
| Dr. Brian Schroeder, Director |  |  |  |
| Jackie Laderoute |  |  |  |

Recording: Raechel Reed – Administrative Coordinator

Minutes:

| Item | Description | Action  | Responsibility |
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| 1.0 | Meeting called to order at 5:30 pm no disclosure of interest  |  |  |
| 2.0 | APPROVAL OF AGENDA**Motion- 16- 2023**Motion to approve Agenda 04-2023**Moved by: Katrina O’Neill Seconded by: Dr. Schroeder** |   **CARRIED** |  |
| 3.0 | APPROVAL OF MINUTES**Motion- 17- 2023**Motion to accept and approve Meeting minutes No: 01-2023 & 03-2023**Moved by: Katrina O’Neill Seconded by: Dr. Schroeder** | **CARRIED** |  |
| 4.0 | BUSINESS ARISING FROM PAST MINUTES4.1 Member’s Survey Results OverviewSafety and Security is the Pillar that is most important to the downtown businessesAttracting organizations like Our Kids Count to the area might be a solution for providing important resources and services right down town.4.2 Safety and Patrols – how do we make people safe during the dayCommunity outreach workers walking the beat and move people along Implement the Security patrols earlier this year. They worked really well and the members liked having that extra safety on the weekends4.3 Focus on the areas that need lighting coverage. Start with small things that we can control, putting the power back to the business owner.For example: purchasing led lights for the front of businesses or if they find putting them in the back of the business or parking lot might be more effective  | DISCUSSIONDISCUSSIONDISCUSSION |  |
| 5.0 | COMMITTEE REPORTS5.1 Financial and Treasurer’s Report- Katrina O’Neill**Motion 18-2023**Motion to accept and approve Financials Feb 1- 28th & Mar 1-31st**Moved by: Katrina O’Neill Seconded by: Dr. Schroeder** | **CARRIED** |  |
|  | 5.2 BEAUTIFICATIONFlowers quotes- get a requote and ask what we can get for a budget of $3000 in hanging baskets How do we make our streets more visually appealing and how do we come up with a cohesive branding strategy for downtown businesses. Flags for buildings, canopies led lights in the tree planters Painting the sidewalks instead of planters. WE ARE FORT WILLIAMMaybe you want your logo painted outside on the sidewalk insteadUtilize a stencil for each one In lieu of flowers if we paint the sidewalks with bright instead of putting up planters could provide a better visualContact Georgina from PACE and revisit and go over the Maintenance contract and work out the logistics and see if they’re interestedIt was our first maintenance project with PACE and have worked through most of the kinks. | ACTIONDISCUSSIONDISCUSSIONACTION | COORDINATORCOORDINATOR |
|  | 5.3 SAFETY AND SECURITY UPDATESolar lights can be put up to illuminate the entryways to businesses that are bright and can offer them to our members who need it the most. Katrina and Tony will be working on the 2023 Safety and security contractMost of the things happening are going on in the afternoons | DISCUSSIONACTION |  |
|  | 5.4 MARKETING AND PROMOTIONS  a) Spring up to clean up event- sign up with Eco SuperiorCommunity clean up event – sign up list Volunteer hours for students? Sign up and pre-registerGive out vouchers to get beef on a bun and a beverage. Ask Home sweet home for a quote on Beef on a Bun Saturday April 29th from 1pm-4 pm  | DISCUSSIONACTION | COORDINATOR |
|  | 5.5 REVITALIZATION COMMITTEE UPDATE – Scotia KauppiUpdate on deputation to city council and next steps for the Demolition of Victoriaville. May 3rd Open house  | DISCUSSSION |  |
| 6.0 | NEW BUSINESS6.1 a) Have an Open House with a bylaw officer to connect them with our members.* Small business tactics
* Free social media marketing
* How to schedule info sessions for the membership – set up a schedule for the year

b) Contact landlords- CEDC and identify ALL vacant buildings* Connecting with landlords and finding ways to promote and market the vacant spaces

6.2a) Strategic planning sessions when is Councillor Agarwal available?- Google docs / mind maps to make it easier for everyone to work off the same document* Monday April 24th – strategic planning session in the BIA office. 1st 2 hour session
 | ACTIONACTIONACTION | COORDINATORCOORDINATORCHAIR KAUPPI |
| 7.0 | NEXT MEETINGMay 9th at 5pm in the BIA \Office**Motion-19-2023**Meeting adjourned at: 6:48 PM **Moved by: Dr. Brian Schroeder Seconded by: Scotia Kauppi** |  |  |
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